DOCUMENT RESUME

ED 456 779 HE 034 339

AUTHOR	Duin, Ann Hill; Baer, Linda L.; Starke-Meyerring, Doreen
TITLE	Partnering in the Learning Marketspace. EDUCAUSE Leadership Strategies, No. 4. Jossey-Bass Higher and Adult Education Series.
INSTITUTION	EDUCAUSE, Washington, DC.
ISBN	ISBN-0-7879-5012-2
PUB DATE	2001-00-00
NOTE	134p.; Published by Jossey Bass. Sponsored by PricewaterhouseCoopers.
AVAILABLE FROM	John Wiley & Sons, Inc. Distribution Center, 1 Wiley Drive, Somerset, NJ 08875-1272 ($17). Tel: 800-225-5945 (Toll Free); Fax: 732-302-2300; Web site: http://www.josseybass.com.
PUB TYPE	Books (010) -- Collected Works - General (020)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Case Studies; *Higher Education; *Information Technology; Instructional Leadership; *Marketing; *Partnerships in Education

ABSTRACT

Organizations around the world are forming innovative partnerships to offer virtual learning opportunities to global audiences. This book, part of a series on the impacts of information technology on higher education, focuses on crucial questions higher education leaders are asking about these "learning marketplace" partnerships. The chapters are: (1) "Partnerships in a Learning Marketspace"; (2) "The Dynamics of Marketspace Portals," and "Perspective" (Jaap Tuinman); (3) "Priorities in a Learning Marketspace," and "Perspective" (John Daniel and Robin Mason); (4) "Assessing Readiness for Partnerships," and "Perspective" (Glen M. Farrell); (5) "The Learning Marketspace Toolbox," and "Perspective" (Murray Turoff); (6) "The Partnering Process: A Case Study of Minnesota Virtual University," and "Perspective" (Diana G. Oblinger); and (7) "Leadership in a Global Learning Marketplace." (Each chapter contains references. An index is included.) (SLD)

Reproductions supplied by EDRS are the best that can be made
from the original document.

THIS
DOCUMENT
NOT
AVAILABLE
FROM

EDRS